

## Survey Protocol - STAKE Act Survey 1999

1. Survey only those retail outlets on the list provided. If a retail outlet is closed, does not sell tobacco, or conditions were unsafe for surveying, complete the information at the top of the survey form, and indicate why the survey was not completed in the “Comments” section of the instrument.
2. Do not take the data collection form into the retail outlet. Leave the form in the vehicle, and fill it out after returning to the vehicle when the purchase attempt is completed.
3. Only attempt a buy from a vending machine if over-the-counter sales are NOT available at the retail outlet.

### 4. Adult Role and Responsibility

- An adult is to drive the survey team to each retail site. The car is to be parked in a location where survey participants can exit and enter the vehicle safely, but not within view of the retail outlet personnel. If the retail site is located in an area which is perceived as unsafe, do not conduct the survey.
- One adult is to enter the retail site prior to the youth. The adult observer has three roles: 1) to assess the retail site’s environment for the location of tobacco products in the store, single sale cigarettes, and the presence of type of signage; 2) observe the attempted buy; and 3) intervene to protect the youth survey participant if a problem arises. The adult observer is to, as much as possible, maintain an unobtrusive presence to avoid tipping off the clerk that the “buy” is part of a survey activity.
- If any other adults or youth are present, the remaining adult is to stay in the car and supervise the other youth survey participant.

### 5. Youth Role and Responsibility

- The youth may enter the retail site with their youth partner or individually. Once inside the retail site, quickly locate where individual packs of cigarettes or chewing tobacco are located.
- Do not attempt a tobacco purchase if a friend or someone you know works or is at the retail site.
- **Situation 1:** Tobacco is available ONLY in open, unlocked displays, then: pick up a pack of cigarettes or chewing tobacco and place it on the counter.
- **Situation 2:** Tobacco is available ONLY from a clerk assisted sale (i.e., behind the counter or in a locked case), then: request a pack of cigarettes or chewing tobacco, e.g., “I’d like a pack of Marlboros, regular, hard pack.”
- **Situation 3:** Tobacco is available in BOTH open, unlocked displays AND from behind the counter, then pick up a pack of cigarettes or chewing tobacco and place it on the counter.
- Youth surveyors are to be truthful at all times. If asked his/her age, the youth must state his/her actual age. If asked for ID, the youth is to say, “I don’t have any.” If

asked, who this tobacco is for, the youth is to respond, “me”.

- Once the clerk has rung up the sales transaction, the youth is to pay the appropriate amount of money, take the pack of cigarettes and leave the store.
- The purchase attempt will be recorded as “YES” as sale was made, if the youth was able to purchase the tobacco product.
- Possible Alternative Scenarios:
- The clerk rings up the sale, but is prompted to ask for ID by the cash register (electronic scanner). The youth is to show his/her ID. If the sale is then refused, the purchase attempt will be recorded as “No” a sale was not made. If the clerk proceeds with the sale and indicates the amount of money required to complete the sale, the youth is to pay the appropriate amount, take the pack of cigarettes and leave the store. This is to be recorded as “Yes” a sale was made.
- The clerk does not ring up the sale on a cash register, but places tobacco on the counter, state the price and waits to receive the money. The youth is to pay the appropriate amount of money, take the pack of cigarettes and leave the store. Record this as “Yes” a sale was made.

#### **6. Youth role and responsibility: Vending machine sales**

- For a coin-operated vending machine, the youth is to insert the required amount of coins into the vending machine that is necessary to complete the sale.
- For a vending machine operated with tokens or activated by a locking device, the youth is to proceed with the steps required for a sale. S/he is to request to purchase tokens, or ask the clerk to turn the vending machine “on”. If the clerk requests ID or age, the youth will show his/her ID and/or state his/her age.
- The purchase attempt will be recorded as “Yes” a sale was made, if the youth was able to insert the required amount of coins or tokens into an unlocked vending machine and obtain a pack of cigarettes without being stopped.

#### **7. Documentation and Data Collection**

- The adult and youth are to return to the car and discuss the transaction. An adult is to record all of the information on the data collection form. Comments are appreciated.
- The adult may debrief with the youth following each attempted purchase as needed. Remind teens that success is obtaining an accurate picture of tobacco sales to kids their age, not a sale or a refusal. Possible questions to ask the teen are: What was it like, How did it go, Did anyone talk to you, What did they say?
- If a survey was not completed because the retail site did not sell tobacco or an unsafe condition arose, the top portion of the survey instrument is to be completed and, in the “Comment” section, an explanation should be given. If possible, the “Observation” portion of the survey should still be completed.
- At the end of the day, the adult driver is to ensure that all data collection forms are completed.

**STATEWIDE YOUTH TOBACCO PURCHASE SURVEY 1999**  
**CALIFORNIA DEPARTMENT OF HEALTH SERVICES**  
**TOBACCO CONTROL SECTION**

**Minor ID:** Enter the pre-assigned, unique ID number designated for the youth participant.

**Accompanying Adult ID:** Enter the pre-assigned, unique ID number designated for the adult observing the purchase attempt.

**Store ID:** Enter the pre-assigned, unique identification number assigned for the store.

**Survey Date:** Enter the month, day, and year the retail site was surveyed.

**Time of visit:** Enter the time the outlet was surveyed. Be sure to indicate whether it was "a.m." or "p.m."

**I. PURCHASE ATTEMPT**

1. **Sale Outcome:** Indicate the outcome of the purchase attempt by marking either "Yes" or "No". Mark "Yes" for both over-the-counter and vending machine sales if the youth has purchased the cigarettes.
2. **Price:** If a sale was made, record the price of the cigarettes.
3. **Type of Tobacco Requested:** Indicate the type of tobacco requested from the vendor, either cigarettes or smokeless/ chewing tobacco.
4. **Type of Outlet:** Choose only one of the types of outlets listed. Definitions for each type of outlet follows:

**1 = Gas station only:** This is a business whose primary function is the sale of gasoline and related products. Snacks (e.g. candy or chips) or beverages may sometimes be sold from vending machines or from a few racks and shelves.

**2 = Convenience (with gas):** This is a business that sells gasoline and related products, and has a designated food, beverage, and general merchandise area. Examples include: AM/PM mini-marts, 7-Eleven stores with gasoline pumps, etc.

**3 = Convenience (without gas):** This is a business that sells designated food, beverage, and general merchandise. Examples include: AM/PM mini-marts, 7-Eleven stores, etc.

**4 = Tobacco stores:** This is a business in which at least 80% of the merchandise consists of tobacco products.

**5 = Supermarket:** This is a large chain or independent grocery store that offers a wide variety of food, merchandise, and other services. Examples include: Raley's, Bel Air, Vons, Safeway, Albertson's, Food-4-Less, Lucky's, and large independently owned grocery stores (such as the Bellflower Market).

**6 = Drug store/Pharmacy:** This is a business that has as part of its name the words "drug store" or "pharmacy", and which dispenses medication through prescriptions. Examples include: Longs Drug Store, Thrifty's Drug Store, Walgreens Drug Store, and Rexall Pharmacy and independents (such as Phil's Pharmacy).

**7 = Liquor store:** This is a business that has liquor in the store's name or at least 50% of

the merchandise consists of alcoholic beverages.

**8 = Discount store:** This is a business that sells merchandise at a discount or in bulk. It may also sell clothing, shoes, groceries, housewares, cosmetics, electronic equipment, toys, tools, and tobacco products. Examples include: Target, K-Mart, Walmart, Price Costco, etc.

**9 = Other (specify):** If the retail outlet being surveyed does not fit in one of the above categories, please explain the characteristics and type of items sold. **Note:** This response tends to be over-used. Examine the other choices carefully to be sure the outlet is truly an “other”.

- 4a. **Ethnic market:** This is a business in which 50% of the merchandise consists of ethnic products.
5. **Clerk characteristics:** Indicate if the clerk is either male or female, and the approximate age, either 25 years of age or younger, or older than 25 years of age. It is advisable that the youth and the adult observer assess the age of the clerk.
6. **Checkout line:** Observe if anyone else was within 10 feet from the youth when the purchase was attempted. Discriminate between other clerks present vs. other customers present.
7. **Other customer comments:** Record any comments made by customers in the store with reference to the youth’s tobacco purchase attempt.
8. **Method of purchase attempt:** Indicate the method of the purchase attempt using the following definitions:
  - 1 = Requested from the clerk:** Mark this method if the youth requested the tobacco from the clerk.
  - 2 = Self-service:** Mark this method if the youth selected the tobacco him/herself from a shelf, display, or bin.
  - 3 = In a vending machine:** Mark this method if the tobacco purchase was available from a vending machine.
9. **Questions about age, ID, etc:** Answer the questions as they relate to the interaction between the youth and the clerk. Indicate whether or not the questions were asked, and also indicate at which point during the transaction they were asked.
10. **Vending machine present:** Answer this question even if this was not the method for the purchase attempt. It is important to identify the existence of vending machines. Indicate if a machine was present by answering “Yes” or “No”.
11. **Purchase attempt from a vending machine:** If the purchase attempt was from a vending machine, indicate all characteristics of the machine, including the need for special tokens that had to be purchased from a clerk, the existence of a locking device on the machine,

and whether the machine appeared to be functioning (e.g. not broken) when coins or tokens were inserted.

## II. OBSERVATIONS

12. **Location of tobacco products:** Indicate whether or not the following tobacco products were observed for sale by marking the locations in which they were observed: cigarette cartons, single packs, single cigarettes, kiddie packs (packs containing fewer than 20 cigarettes), cigars, chewing tobacco, bidies (cigarettes hand-rolled in tree leaves) and candy look alike products. The following descriptions of locations are to be used.
  - (a) **Near cash register:** The tobacco is located within reach of the cash register, accessible to the clerk as well as customer.
  - (b) **Behind counter:** The tobacco is located behind the counter, accessible only to the clerk, and whereby the clerk need not leave the counter area to retrieve the product.
  - (c) **Open shelves/racks:** This refers to any tobacco that is located in self-service display shelves or racks. These are typically located on the counter where the cash register and clerk are located, or in display racks or bins near the checkout line. The tobacco products are easily accessible to the customer.
  - (d) **Locked cases or enclosed areas:** The tobacco is on shelves or racks locked up or in areas only accessible to sales clerk.
13. **Signs:** For each type of sign listed, indicate the location of the sign. Signs are divided into two categories: 1) Federal, State and Local and 2) various tobacco industry sponsored program signs. Please note if signs other than these are posted.
14. **Comments:** Make any comments regarding the purchase attempt that are relevant to your data collection efforts.